



## MULTITOUCH INTRODUCES INDUSTRY'S BRIGHTEST MULTITOUCH LCD DISPLAY

MultiTouch 46-Inch MT469 Advanced High Brightness Cell Unveiled at ISE 2011; Enables Improved Visibility and Readability for Demanding Installations

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AMSTERDAM - MultiTouch, Ltd., developer of the world's first modular true multi-touch LCD screen for large-scale displays, today announced the release of the industry's brightest integrated multitouch LCD display. The MT469 MultiTouch Cell 46" Advanced High Brightness Full HD LCD offers more than 500 lumens brightness, for increased visibility and readability, particularly in table configurations. The product is available for ordering now, with delivery in late Q1.

The MultiTouch Cell Advanced product line, originally introduced in September 2010, has already been installed in such high-profile venues as the North American International Auto Show (NAIAS) in Detroit last month, where General Motors' Cadillac division used a nine-cell installation to great effect, and at CES 2011 in Las Vegas where six MultiTouch Cell Advanced units were used in the Official 2011 International CES Twitter Wall.

The MT469 offers industry-leading touch and object recognition capabilities that are offered by the MultiTouch Cornerstone software. MultiTouch's unique Computer Vision Through Screen (CVTS) technology allows unlimited numbers of users and stacking of displays into any table or wall configuration. The MT469 improves upon the previously introduced MT467, which is the industry's first large-scale LCD multitouch display for retail and digital signage applications.

MultiTouch will demonstrate the MultiTouch Cell 46 Advanced product line at ISE 2011 in Stand#11L61 at the RAI Convention Center in Amsterdam, from Tuesday, February 1 to Thursday, February 3.

"We have already received strong, positive reaction from our latest MultiTouch Cell Advanced product. The high brightness version introduced now further improves the overall experience for users," said Petri Martikainen, CEO of MultiTouch Ltd. "We expect that continued improvements in brightness and deployability will increase the adoption of multitouch systems overall, particularly as augmented reality and multi-platform applications become more prevalent."

Designed for more flexible public installation, the MT469 Multitouch Cell is a 46-inch display that, at only 30 cm (12 inches) deep, and 37 kg (82 pounds), is designed for standard VESA mounting. The product is designed for high-resolution applications, and can be programmed for sophisticated augmented reality applications, including 2D barcode, tag, and marker readers.

The second generation of MultiTouch's innovative Cell products, the MultiTouch Cell

46" Advanced product line offers key advancements for the industry, including robust aluminum chassis, decreased space requirements and easier mounting. Requiring no maintenance, the Cell 46" Advanced can be integrated into custom furniture and store designs. MultiTouch Cell 46" Advanced tracks full hands and supports richer, and more versatile, gestures. As a lower-power, lighter and quieter unit, the Cell 46" Advanced adheres to green electronics standards for more eco-friendly installation.

The MultiTouch Cell 46" Advanced is stackable - up to 14 Cell units, either in table or wall displays - and offers Full HD 1920x1080 pixel resolution with LED matrix backlight.

MultiTouch's patented CVTS system, which reads up to 200 frames per second in bright daylight or dark environments, is complemented by software that elegantly translates touch into the programming experience, creating multitouch displays that can read unlimited touch points, including hands, fingers, fingertips and 2D Markers.

Introduced to the global market in 2009, the MultiTouch Cell product family has been sold in more than 35 countries, and installed in some of the most prominent international venues, including the recent Wall of Chile installation at the Chilean Pavilion at the Expo 2010 Shanghai China. The Cell products are used for broadcast, retail, advertising, exhibitions, museums, education and design.

Using MultiTouch Cornerstone software, developers can easily enable existing applications to add multitouch functionality. MultiTouch Cornerstone software presented the first native Windows 7 multitouch applications for its MultiTouch Cell displays at CES 2010, and the latest release of Cornerstone supports a wide array of programming languages and development environments and protocols, including C++/OpenGL; Adobe Flash/Flex/Air; .NET; Microsoft Visual Studio; Silverlight, TUIO and XML stream, among others.

Please visit the MultiTouch YouTube channel at <http://www.youtube.com/multitouchfi>. Please also visit [www.twitter.com/multitouchfi](http://www.twitter.com/multitouchfi) for further MultiTouch updates.

#### **About MultiTouch Ltd.**

MultiTouch is a leading developer of interactive display systems, based on proprietary software and hardware designs. The company is headquartered in Helsinki, Finland, with U.S. offices in Santa Clara, California and New York City. Its systems are currently in use in more than 35 countries around the globe. For more information, please visit [www.multitouch.fi](http://www.multitouch.fi).

EDITOR'S NOTE: If you would like a color photograph of Petri Martikainen, CEO of MultiTouch Ltd. or MultiTouch products or case studies, please contact Chris Pfaff on +1-201-218-0262 or [chris@chrispfafftechmedia.com](mailto:chris@chrispfafftechmedia.com)

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